



*City of Arts & Innovation*

## News Release

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### **FOR IMMEDIATE RELEASE:**

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### **Riverside welcomes new Marketing Manager**

**Riverside, Calif.** – This week, the City of Riverside Office of Economic Development welcomed Collette Hanna. Ms. Hanna was hired as the City's Marketing Manager, a key position on the economic development team.

Ms. Hanna has worked in marketing for over 15 years – eight of those in economic development marketing. Her most recent economic development role was as Business Development Manager with the City of Victorville, where she managed all marketing and communications, incentive programs, and developed programs for attracting businesses to the city. Her efforts helped bring several companies and employers to Victorville, including Dr. Pepper Snapple Group and Church and Dwight (makers of Arm & Hammer consumer products), as well as other manufacturing, retail, and residential developments.

"Collette brings a wealth of knowledge and enthusiasm to our economic development team," stated Assistant City Manager Deanna Lorson. "Her passion for marketing combined with her experience in economic development made her our top candidate to be leading the effort of telling Riverside's story to the world."

Ms. Hanna was chosen following a highly competitive recruitment. "I am very excited to join the economic development team at City of Riverside. It is a great city with a highly-respected economic development program; I look forward to leading marketing efforts that celebrate Riverside's many great assets."

Collette has also managed marketing and public relations for a non-profit housing agency in the Bay Area, and was Sr. Marketing Manager for Lucent Technologies. During the time at both companies she developed platforms for the launch of technology products, created and managed several successful events that resulted in record attendance, and managed brand messaging within both organizations. Ms. Hanna has an MBA from Pepperdine University, and a B.A. in Economics from San Diego State University.

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